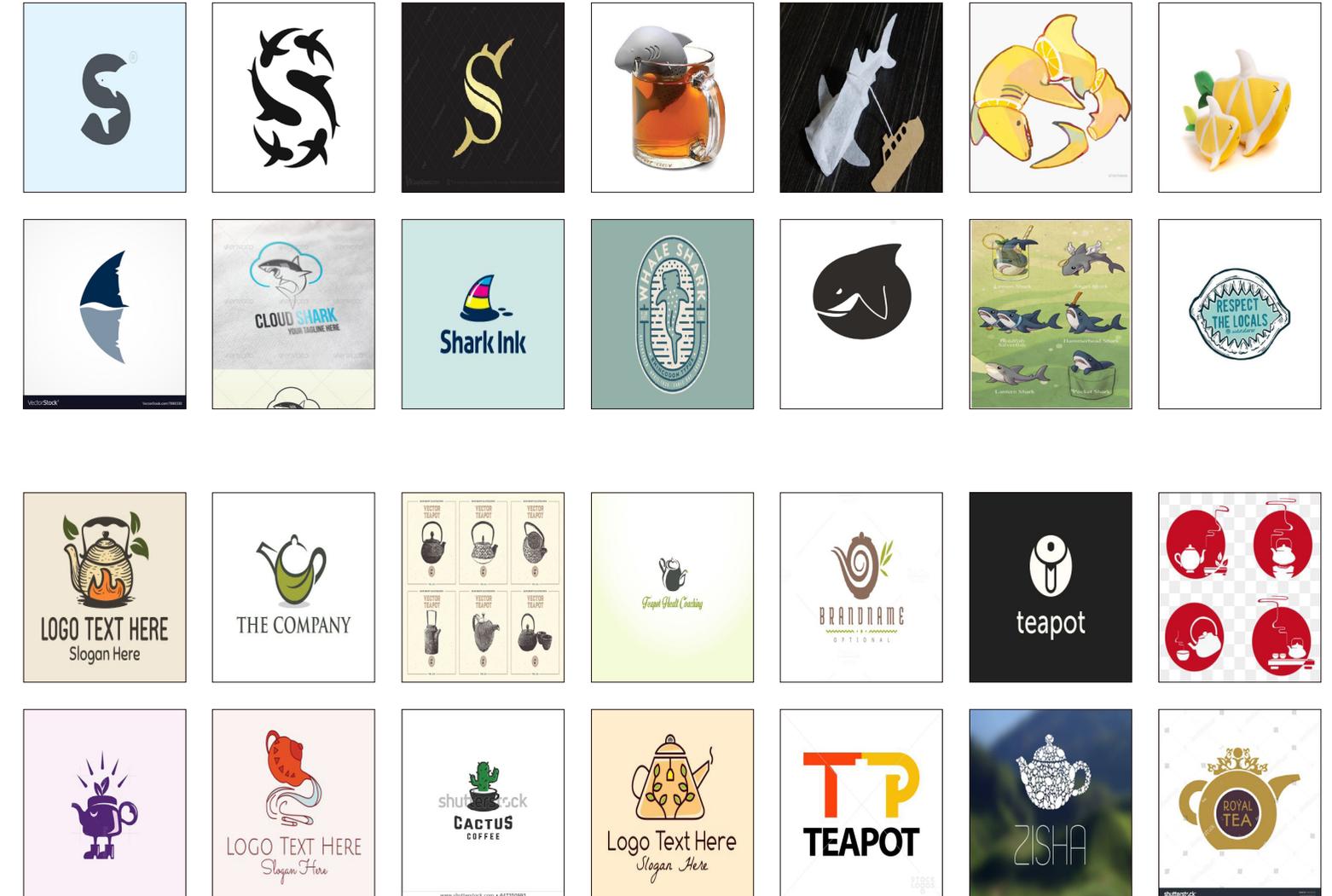


## Project 03 | Logo Project

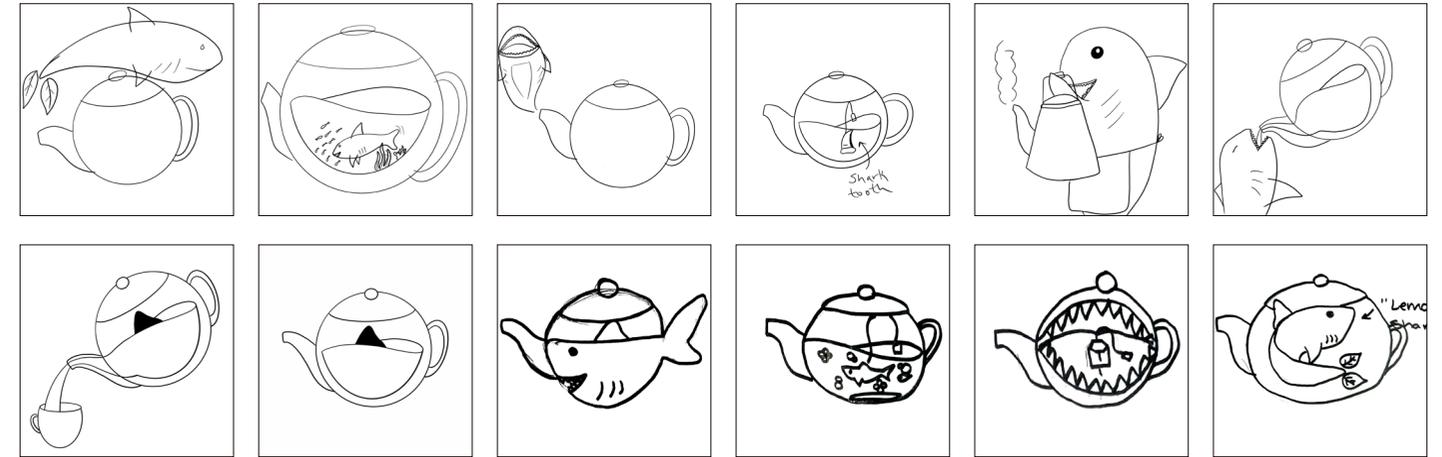
### Introduction

In this project, we created a logo based on a random animal and object which were assigned as our prompt. The goal of this assignment was to understand the steps that go into creating a logo, such as typography, user testing, color research, and more. At the end of this assignment we will have created a logo in which the animal and object we were assigned are easy to identify and most users can assume what the company we created the logo for does or makes.

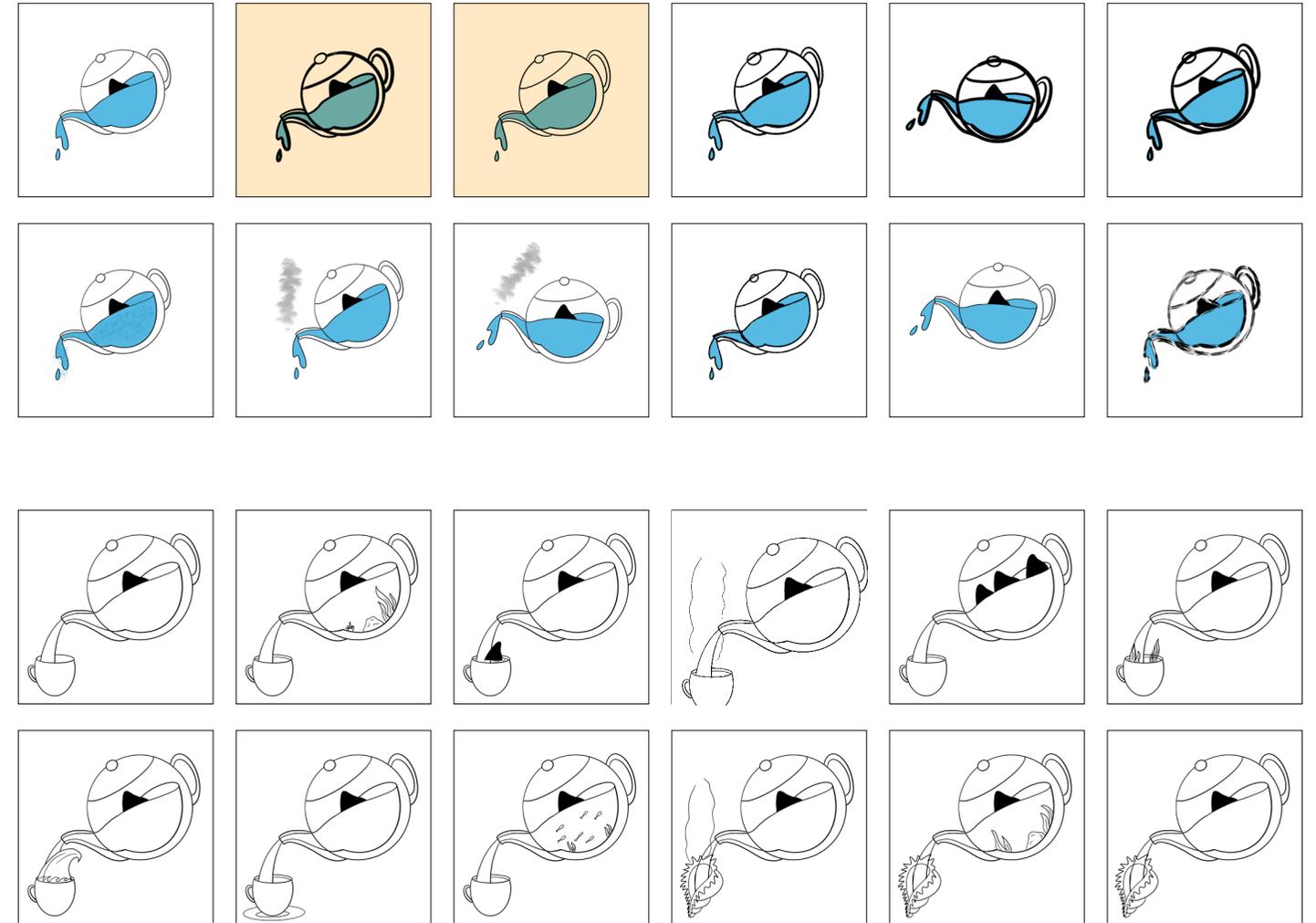
During the research process I recognized a few challenges that would pop up in later steps. The major thing I noticed was that the most recognizable features of sharks, such as their fins and teeth, are very sharp, whereas teapots tend to be very rounded and organic shapes. The research revealed the challenge of combining these two elements.



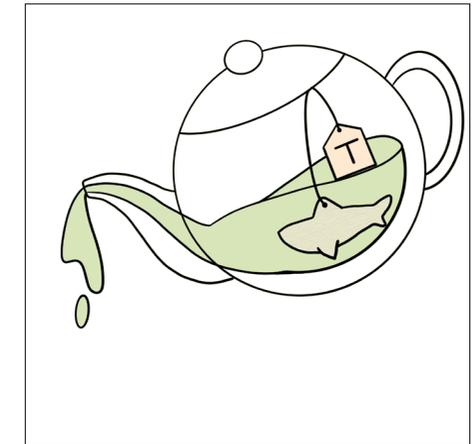
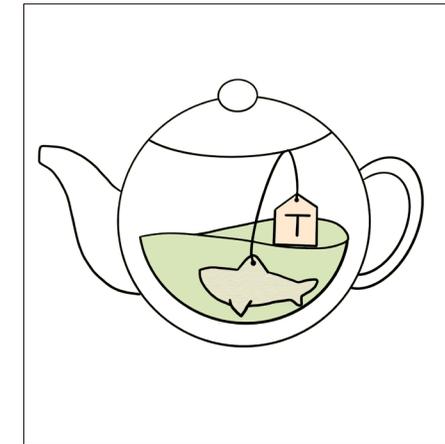
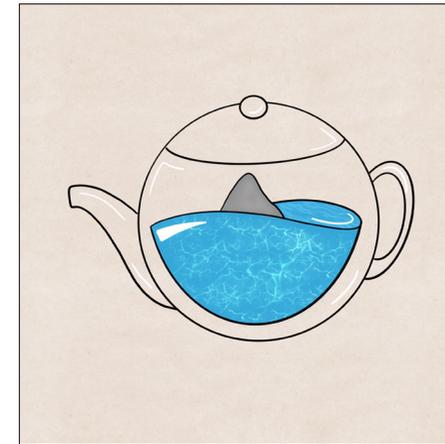
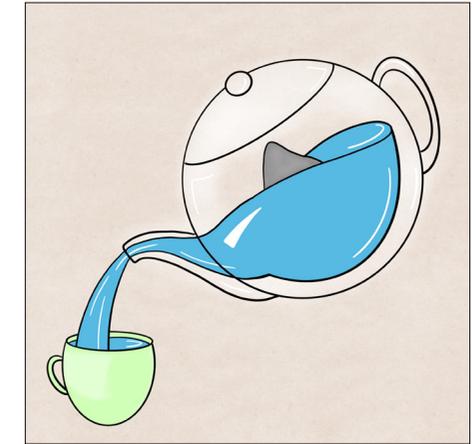
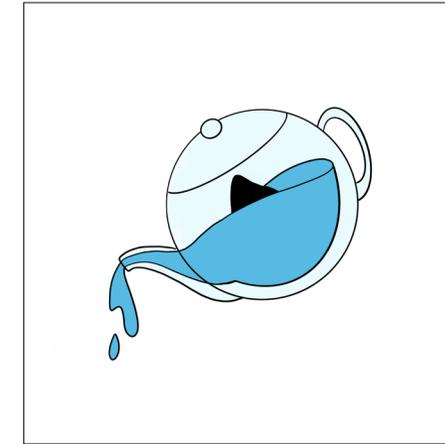
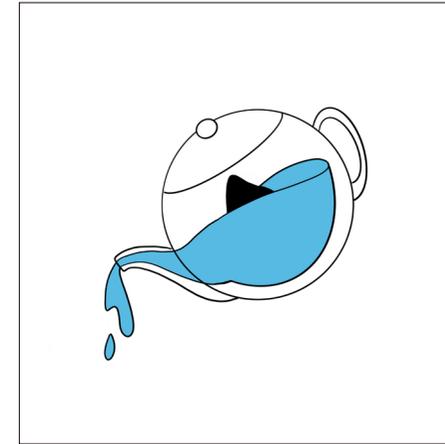
In my initial sketches, my major focus was on softening the features of sharks to fit better with teapots. I played for a while with the idea of making a pun based on the lemon shark species, which would lend a more organic feel to the makeup of a shark. Ultimately my favorite designs were the very simple sketches which included only one or two recognizable shark features, such as the fin or the tooth.



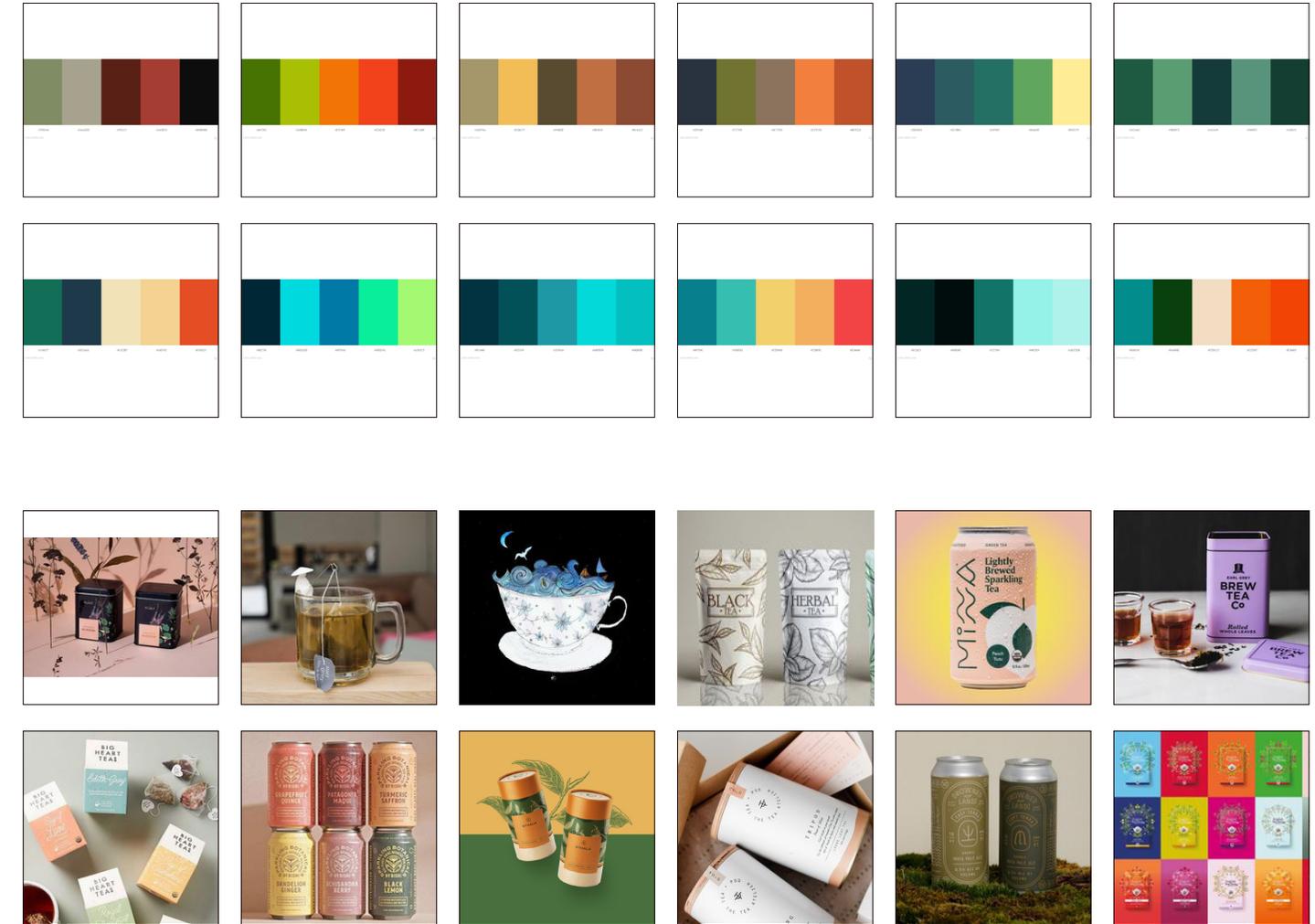
In this step, I took my two best designs and made variations of them. I experimented with the angle of the teapot, the weight of the brushes, and adding more oceanic elements to the design. I even tried adding steam to some of the designs, however I didn't like that this gives the impression of a shark swimming in very hot water. I decided that I liked a brush with more weight and with a bit of texture to it, and I prefer to keep the design clean and simple.



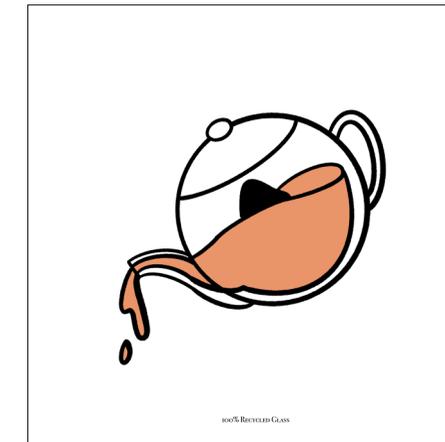
Most of my sketches started in a digital format, and it was interesting to figure out how to make clean shapes for this design with the more irregularly shaped aspects of the teapot. I ended up making the more irregular elements out of a series of carefully placed small curves. Luckily, I was able to do the dripping water with a streamlined brush cleanly without needing to employ the same tactic that I used for the teapot.



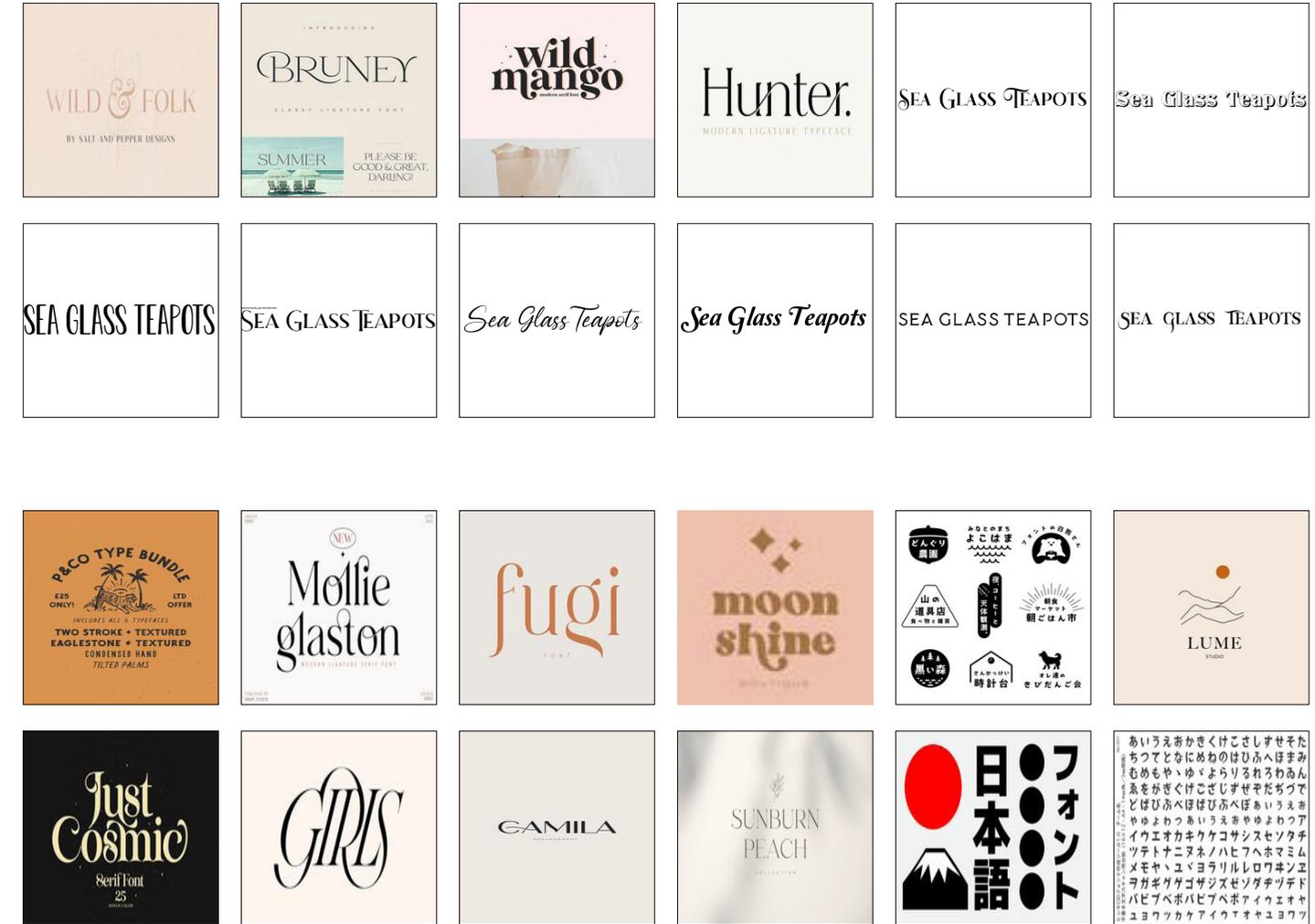
In looking for pallet inspirations, I considered a lot of tea based pallets as well as some ocean based pallets. It occurred to me during this process that I tend to prefer muted colors, but I wasn't sure at this point that committing to a muted tea inspired pallet was a good idea, as I thought it might make it harder to convey the shark through only the fin.



In this part of the process, I tried a lot of ocean and tea inspired colors for the liquid in the teapot. I decided even before this to keep the fin black, as I didn't want too many colors involved, and so I focused in on the color of the liquid instead. I found that I definitely wanted to keep a blue hue for the liquid, as it read as water and that made it easier to recognize the shark, however I didn't like the especially bright blues. I felt that the muted blues with green tints were an excellent way to keep the water similar to tea while still reading clearly as water.



When researching typography, I found myself torn between classic serif fonts and decorative curvy fonts. I enjoyed fonts that felt fun and young, but I also like fonts that felt dignified. I realized this would be one of my major challenges, and I decided the best way to approach it was to decide on the tone of my company.



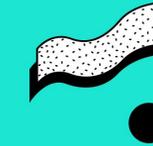
In this step of the process, I found myself drawn to classy serif fonts at first. I had decided that with the single color design a more “fun”, young feeling font would have been distracting, so I erred on the side of something more subdued. I ultimately decided on a decorative font from DaFonts with curves that mimicked ocean waves. It was a font that added visual intrigue, but didn’t distract from the logo image.



During user testing, users unanimously recognized the teapot as the object assigned. There was a little of doubt in identifying the shark, and 3 users guess killer whale instead because the fin was black, so they were drawn away from guessing shark. Notably, those users that guessed shark answered more quickly than those who guessed killer whale, indicating that orca may have been a bit of a reach even for those who guessed it.

## USER GUESSES

Here is a quick breakdown of how users responded to the question "Which object and which animal do you think re represented in this logo?"



20/20 Teapot

17/20 Shark

3/20 Killer Whale



## USER COMMENTS

Many user comments on the design were similar, and these are comments that are generally representative of the feedback given.

"I think the teapot is really obvious in the design."  
- User #4

"The fin poking out of the water is like, a universal sign for 'shark' I think." - User #13

"It definitely looks like there's a shark fin poking out of water inside the teapot to me." - User #7

"I think the fin looks kind of like an orca, because it's black." - User #11

After taking the user testing feedback into consideration, I decided not to change the fin from black to a more shark-like color. I experimented with it, and ultimately decided that three incorrect but close answers were not worth sacrificing the clean look of a logo featuring only one color.



In my final logo, the typography for the design is at the bottom, drawing the eye first to the teapot and then very naturally following the flow of the water to find the company's name. The water catches the eye and becomes a distinct feature, as it is the only color in the design and flows almost throughout the design's entirety. I am very happy with the way this logo looks.



FINAL LOGO